

Strategic Plan Writing One Day Workshop

After the Workshop Writing the Plan

- 1 Vision
- 2 Mission
- 3 Values
- 4 Trends Analysis
 - 4.1 Political
 - 4.2 Economic
 - 4.3 Social
 - 4.4 Technological
- 5 SWOT
 - 5.1 External
 - 5.1.1 Opportunities & Threats
 - 5.2 Internal
 - 5.2.1 Strengths & Weaknesses
- 6 Strategy
 - 6.1 Advocacy
 - 6.2 Influence
 - 6.3 Capacity
 - 6.4 Areas of Action
- 7 Objectives
- 8 Programme
 - 8.1 SMART
 - 8.1.1 Specific
 - 8.1.2 Measurable
 - 8.1.3 Attainable
 - 8.1.4 Relevant
 - 8.1.5 Time-bound
- 9 Use of Plan
 - 9.1 Relationship to Manifesto
 - 9.2 Vocabulary and sample paragraphs
 - 9.3 Communication to membership, stakeholders the sector
- 10 Return to Vision

The Workshop

- 1 Review
 - If available review the old Plan
 - What went well
 - What not so well
 - What to do differently?
- 2 Trends
 - Sector trends
 - Govt.
 - Organisations
 - Money
 - Funders
 - Competitors
- 3 Vision
 - 3.1 Looks like?
 - 3.2 Distinct how?
- 4 Mission
 - 4.1 Purpose
 - 4.2 Action
 - 4.3 Avoid
- 5 Values
 - 5.1 Feels like?
 - 5.2 Word check
 - 5.3 Stands for?
- 6 SWOT
 - 6.1 Internal
 - 6.1.1 Strengths and Weaknesses
 - 6.2 External
 - 6.2.1 Opportunities and Threats
- 7 Strategy
 - 7.1 Direction of travel
 - 7.2 Where we are going - course
 - 7.3 Where are we not going
- 8 Objectives
 - 8.1 Things to achieve, way-markers
 - 8.2 Things thrown forward
- 9 Projects Programmes
 - 9.1 The Objectives broken down
 - 9.2 What, Where, When, How, Who?
 - 9.3 SMART
- Framing Questions
 - To whom is the Plan addressed?
 - Internal, External, Both?
 - Plan period